



Meeting: Downtown Citizen Steering Committee Meeting #3

Date: June 20, 2013

Time: 6:00 – 8:00 p.m.

Location: City Hall, 100 N. Jefferson Street, John Nolen Room (Room 604)

Last Updated On: June 24, 2013

MEETING SUMMARY

1) Call to Order

N. Sparacio called the meeting to order at 6:00 p.m.

2) Election of Officers

N. Sparacio explained the role of Chair and Vice Chair as detailed in the Responsibilities and Ground Rules for the Planning Process. These offices should be filled by Citizen members of the committee, but nominations may come from both Citizen and Advisory members of the committee.

N. Sparacio opened the floor for nominations to the office of Citizen Advisory Committee Chair. I. Griffiths nominated C. Niles for the office of Chair. B. Weycker seconded the nomination. C. Niles accepted the nomination. N. Sparacio called three times for any other nominations for the office of Chair. There were no further nominations, so nominations were closed for the office of Chair. N. Sparacio called for a voice vote on the office of Chair, and the nomination of C. Niles was approved unanimously.

N. Sparacio opened the floor for nominations to the office of Citizen Advisory Committee Vice Chair. C. Niles nominated A. Galt for the office of Vice Chair. B. Weycker seconded the nomination. A. Galt accepted the nomination. N. Sparacio called three times for any other nominations for the office of Vice Chair. There were no further nominations, so nominations were closed for the office of Vice Chair. N. Sparacio called for a voice vote on the office of Vice Chair, and the nomination of A. Galt was approved unanimously.

3) Approval of Meeting Summaries

A motion was made by I. Griffiths and seconded by C. Karls to approve the summaries for the May 16 and June 7 meetings of the Citizen Steering Committee. M. Conard noted a correction in the attendance record. The correction was accepted and added to the motion and second. The minutes were approved as corrected.

4) Review and Approve Responsibilities and Ground Rules for the Planning Process

C. Niles asked whether there were further questions or revisions on the document that was provided at the May 16 meeting. There were no further questions or revisions. A motion was made by B. Weycker and seconded by J. Blom to approve the Responsibilities and Ground Rules for the Planning Process document. N. Sparacio stated the approved document will be forwarded to the Plan Commission, Redevelopment Authority, and City Council for their review as well.

5) Preview the Upcoming Public Participation Opportunities

The kick-off public workshop for the project will be held on Thursday, June 27, at 6:00 p.m. at the Neville Museum. The public participation objectives for the workshop will be primarily to inform the community and consult with the community at this early stage of the process. Much information will be given regarding the planning process itself and some background information on the downtown. We will consult with the community by asking its initial opinions on the downtown's current strengths and weaknesses. There will also be an opportunity to collaborate with the community on discovering what physical characteristics define the downtown. There will be a presentation that covers the background information, a short question and answer period, then the open house portion will be

conducted. The consulting firm will be present for this workshop, but this item of the project scope is primarily a City staff responsibility.

Several items being considered for the public workshop were previewed by the CSC. A name, tagline, and logo were presented for review. The group reached consensus on the project name and tagline of "AuthentiCity, A Strategic Vision for Green Bay's Downtown". The group did not reach consensus on a project logo. The logo did not match the project name by communicating something as truly authentic as the downtown itself. It was clarified that the project name, tagline, and logo are for this planning process and resulting plan document only. This is not a rebranding of the downtown itself. The draft logo was offered as an additional item outside of the project scope, so there is no longer an opportunity for a project logo. A draft map of tax base density was presented for review, and the CSC was supportive of using this concept in the public workshop. The public feedback questions for the open house were reviewed.

CSC members are all welcome to attend the public workshop, and at least two or three should be there at a minimum to represent the group. Members are asked to help spread the word about the workshop, and N. Sparacio will send out an email with the information that can be forwarded to others.

Stakeholder interviews will also be an important community participation piece. The bulk of interviews will be held over the next couple of months, but an initial set of interviews will take place on the same day as the public workshop in order to take full advantage of the consulting firm being in town. The draft list of stakeholder interviews was shared with the CSC. Major categories of stakeholders being sought for interviews include large or significant property owners, real estate developers or brokers, business owners and managers, and other downtown organizational connections not already represented on the CSC.

6) *Brainstorm: Recent and Ongoing Community-Based Efforts in the Downtown Study Area*

The CSC brainstormed an initial list of ongoing community-based efforts that are impacting the downtown. If it is helpful for understanding, this list will continue to be developed on the project website.

7) *Set Next Meeting*

The next CSC meeting will be July 18 at 6:00 p.m. at Associated Bank's office on Main Street. Future meetings of the CSC have been solidified as the third Thursday of the month at 6:00 p.m., so upcoming meetings will include August 15 and September 19.

8) *Public Comment*

T. Dobish (address not provided) presented drawings of a high-rise building and a sports complex that were proposed 15 years ago.

C. Naumann, 117 S. Chestnut Avenue, stated that the Advisory members are here as resources for the CSC. Please feel free to use the Advisory members in that way.

Alderman M. Steuer, 1730 Nancy Street, stated that the downtown plan should embrace multiple modes of transportation beyond just the automobile. Walking, bicycling, and transit help create an environment that is more conducive to positive activity and is accessible for all ages.

9) *Adjourn*

C. Niles adjourned the meeting at 7:30 p.m.

Meeting Attendees Present, Excused, Absent

<u>P</u>	Alex Galt	<u>P</u>	Ian Griffiths
<u>E</u>	Ben Heiman	<u>P</u>	Jamie Blom
<u>P</u>	Brent Weycker	<u>P</u>	Jeff Mirkes
<u>P</u>	Carol Karls	<u>P</u>	Lawrence Ferry
<u>P</u>	Chris Naumann	<u>E</u>	Mayor Jim Schmitt
<u>P</u>	Chris Niles	<u>E</u>	Miriah Kelley
<u>E</u>	Chuck Lamine	<u>E</u>	Rob Byrne
<u>P</u>	Cindy Mills	<u>P</u>	Scott Dettman
<u>P</u>	Dan Moore	<u>P</u>	Maribeth Conard (for Tim Duckett)
<u>P</u>	Ald. Dave Boyce	<u>E</u>	Tina Quigley
<u>P</u>	Heather Mueller	<u>E</u>	Tracy Alpert

Support Team

Nic Sparacio, Planning Department
 Bill Lockery, Planning Department
 Neil White, Economic Development Department

Others Present

Ald. Mark Steuer
 Bill Meindl
 Michel Stroom
 Tom Dobish